



# Press release

## The “Change Tenerife” Project gets under way

- Mirlo Positive Nature and the Association for the Promotion of Citizen Participation (Imparci in its Spanish initials) organise school workshops to foment respect for our forests.
- They are also going to stage a massive tree-planting event, to coincide with Tree Day.

**09/08/2013.** The directors of Mirlo Positive Nature and the Association for the Promotion of Citizen Participation (IMPACI) signed an agreement last Wednesday which gives the green light to a programme of activities that the two organisations will be organising in the coming months.

Under the title “Change Tenerife” and using the slogan “How do you like it?”, the aim of the programme is to mobilise the inhabitants of this island in the Canary archipelago and to channel their proposals, spread the news about them and to get actions under way which will help to consolidate a lifestyle that prioritises positive collective footprints in various aspects of life.

One of the cornerstones of the agreement has to do with encouraging school children to shy away from mass consumption and habits which damage the environment.

Which explains why one of the first actions to be agreed upon is that of extending IMPACI’s values-education programme “Jonathon Livingstone Seagull” with the María Mora Dance Company by adding an activity organised by Mirlo Positive Nature which will include workshops in schools to get across how valuable Tenerife’s forests and mountains are.

The high point of Mirlo and IMPACI’S joint activity in schools will be in November when there will be a tree-planting day to mark Tree Day. The planting will take place in the area of the Corona Forestal Project that Mirlo initiated this year and the idea is to plant 43,500 native species of trees such as Canary Pine, Cedar, Faya, Holly and Laurel. School children will be able to take an active role in the planting and to do their bit for the environment.

This initiative from Mirlo and IMPACI forms part of an overall vision which aspires to develop a more participative, collaborative and sustainable society in Tenerife.

### **Mirlo and IMPACI**

Mirlo Positive Nature ([www.mirlo.co](http://www.mirlo.co)) is a Company that was set up in Madrid in June 2013 whose purpose is to collaborate with committed people in carrying out genuine environmental projects which have a positive impact on nature and on society.

Mirlo Positive Nature is currently working on the “Corona Forestal” Project which uses crowdfunding as a means of getting people involved in their local environment and as a way to finance the restoration of the forest in this part of the Orotava Valley in Tenerife in the

Canary Islands. (To find out more about the project go to <http://mirlo.co/es/proyectos/corona-forestal/presentacion/>).

IMPARCI is a non-profit association and its name is an anagram for “IMPulso de la PARTicipation Ciudadana” or the “Promotion of Citizen Participation”. It is active in the Autonomous Community of the Canary Islands.

IMPARCI promotes activities in schools that have to do with Education in Values and is currently involved in a programme of collaboration with the María Mora Dance Company that is based on the story “Jonathon Livingstone Seagull”.

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Corona Forestal Project: <http://mirlo.co/es/proyectos/corona-forestal/presentacion/>

Facebook: <https://www.facebook.com/MirloPositive.en>

Twitter: <https://twitter.com/MirloPositive>